

## Message Text

UNCLASSIFIED

PAGE 01 JIDDA 02978 01 OF 02 240820Z  
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 USIA-15 /034 W  
-----240825Z 100221 /15

R 240610Z APR 77  
FM AMEMBASSY JIDDA  
TO USDOC WASHDC  
INFO AMEMBASSY CAIRO  
AMCONSUL DHAHRAN  
AMEMBASSY TEHRAN  
SECSTATE WASHDC 8081  
USLO RIYADH

UNCLAS SECTION 1 OF 2 JIDDA 2978

E.O. 11652: N/A  
TAGS: BEXP, SA  
SUBJECT: ALABAMA IOGA TRADE MISSION - RIYADH AND JIDDA WRAP-UP

1. SUMMARY: THE ALABAMA IOGA TRADE MISSION, UNDAUNTED BY SANDSTORMS, STRIKES AND SAUDIA AIRLINES, SUCCESSFULLY COMPLETED A HECTIC TWO-DAY VISIT TO RIYADH AND A MORE RELAXED THREE-DAY STOP IN JIDDA. MISSION MEMBERS REPORTED FAVORABLE LEADS AND PROSPECTIVE SALES IN BOTH CITIES, ALTHOUGH RIYADH WAS CLEARLY THE MORE PROMISING OF THE TWO. A BLEND OF PROFESSIONALISM AND SOUTHER WARMTH DISPLAYED BY THE MISSION MEMBERS LEFT A FAVORABLE IMPRESSION ON ALL WITH WHOM THE MISSION CAME IN CONTACT. FOLLOW-UP VISITS BY THE MEMBERS WILL BE A KEY FACTOR IN TRANSLATING THE PROMISE OF EXPANDED COMMERCE BETWEEN SAUDI ARABIA AND ALABAMA INTO REALITY. END SUMMARY.

2. THE ALABAMA IOGA TRADE MISSION, DELAYED IN PARIS FOR REFUELING BECAUSE OF THE BEA STRIKE, ARRIVED FOUR HOURS LATE IN DHAHRAN, MISSING THEIR CONNECTION TO RIYADH. AMCONSUL DHAHRAN, ROUSED INTO LATE NIGHT ACTION, ARRANGED ACCOMMODATIONS ON COMPOUND AS WELL AS SEATS ON A FLIGHT  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 JIDDA 02978 01 OF 02 240820Z

DEPARTING EARLY THE FOLLOWING MORNING. THE MISSION MEMBERS ARRIVED IN RIYADH JUST IN TIME TO BE WHISKED TO THEIR FIRST APPOINTMENTS.

3. A HECTIC DAY IN RIYADH, WHICH PRODUCED A NUMBER OF PROMISING LEADS FOR MOST MEMBERS, CONVINCED THE GROUP OF THE GROWING COMMERCIAL IMPORTANCE OF THE SAUDI CAPITAL.

4. A RECEPTION HOSTED BY EMBASSY LIAISON OFFICER IN RIYADH ATTRACTED THE LARGEST NUMBER OF REPRESENTATIVES OF SAUDI FIRMS (57) TO ATTEND A TRADE MISSION RECEPTION IN RIYADH. A VETERAN AMERICAN BANKER IN RIYADH COMMENTED THAT HE HAD NEVER SEEN SO MANY LOCAL BUSINESSMEN AT ANY SIMILAR TYPE RECEPTION IN RIYADH IN THE PAST.

5. A HALF-DAY OF APPOINTMENTS WERE SCHEDULED FOR THURSDAY, APRIL 14. MEMBERS AWOKE FRIDAY MORNING AS A SANDSTORM RAGED ACROSS THE ENTIRE ARABIAN PENINSULA. ALL SAUDI AIRPORTS WERE CLOSED, SO MEMBERS HAD THE RARE PLEASURE OF RIDING IN AN OLD AMERICAN TRAIN - THE ZEPHYR - ON A SEVEN HOUR TRIP FROM RIYADH TO DAMMAM.

6. DESPITE ALL THE LOGISTICAL PROBLEMS ENCOUNTERED GETTING INTO AND OUT OF RIYADH, TM MEMBERS WERE TIRELESS THROUGHOUT. ONE MEMBER REPORTED TEN LEADS WITH EXPECTED SALES IN THE NEXT 12 MONTHS OF 500 THOUSAND DOLLARS; ANOTHER, NINE LEADS WITH ANTICIPATED SALES OF \$1.5 MILLION; THREE OTHERS REPORTED EXPECTED SALES OF \$300,000. \$1 MILLION, AND \$500,000 RESPECTIVELY. THREE FIRMS REPORTED A NUMBER OF PROMISING LEADS OBTAINED FOR POSSIBLE SALES REPRESENTATION.

7. ALL MEMBERS AGREED THAT THE RIYADH STOP WAS TOO SHORT, AND THAT AT LEAST ONE MORE FULL DAY WAS REQUIRED TO PROBE THE MARKET POTENTIAL.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 JIDDA 02978 01 OF 02 240820Z

8. MEMBERS ARRIVED IN JIDDA LATE APRIL 18 AFTER A TWO-DAY VISIT TO THE EASTERN PROVINCE. FULL SCHEDULE OF APPOINTMENTS APRIL 19 WAS FOLLOWED BY RECEPTION HOSTED BY EMBASSY ECONOMIC AND COMMERCIAL COUNSELOR. ATTENDANCE (92) WAS AGAIN LARGEST FOR ANY TRADE MISSION WHICH HAS VISITED JIDDA, AND EMBOFFS WERE STRUCK BY NUMBER OF FIRST-TIME SAUDI VISITORS TO AN EMBASSY RECEPTION. MEMBERS REPORTED GOOD CONTACTS FROM RECEPTION.

9. SCHEDULES APRIL 19 AND 20 WERE RELATIVELY LIGHT COMPARED TO STAY IN RIYADH, AND MEMBERS COMMENTED ON THE DIFFERENCE IN THE PACE OF ECONOMIC ACTIVITY BETWEEN JIDDA AND RIYADH.

10. A VISIT TO NEW \$4.5 BILLION JIDDA INTERNATIONAL AIRPORT, UNDER PROJECT MANAGEMENT OF PARSONS/DANIELS, CAPPED APPOINTMENTS ON WEDNESDAY.

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 JIDDA 02978 02 OF 02 240823Z  
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 USIA-15 /034 W  
-----240831Z 100232 /15

R 240610Z APR 77  
FM AMEMBASSY JIDDA  
TO USDOC WASHDC  
INFO AMEMBASSY CAIRO  
AMCONSUL DHAHRAN  
AMEMBASSY TEHRAN  
SECSTATE WASHDC 8082  
USLO RIYADH

UNCLAS SECTION 2 OF 2 JIDDA 2978

11. THREE MEMBERS REPORTED NUMEROUS SALES LEADS --  
ONE, 20; ANOTHER 9; AND ANOTHER 6 - FOR JIDDA STOP.  
TWO MEMBERS REPORTED ANTICIPATED SALES OVER THE NEXT  
TWELVE MONTHS OF APPROXIMATELY \$300,000 EACH. ANOTHER  
MEMBER REPORTED TWO JOINT VENTURE LEADS.

1. COMMENTS: ADVANCE WORK BY TM DIRECTOR VERMILYE AND  
CAGNE OFFICER BUTTON LAID EXCELLENT GROUNDWORK FOR IN-  
SURED MISSION SUCCESS. RIYADH VISIT WAS APPARENTLY MORE  
SUCCESSFUL THAN JIDDA, ALTHOUGH TANGIBLE RESULTS WILL  
REQUIRE PERSEVERANCE, PATIENCE, FOLLOW-UP VISITS, AND  
UNBROKEN CORRESPONDENCE BETWEEN TM MEMBERS AND POTENTIAL  
CUSTOMERS, AGENTS OR PARTNERS.

MISSION WAS LIGHT ON PROTOCOL VISITS, FREEING TIME  
FOR SERIS BUSINESS APPOINTMENTS. MEMBERS GENERALLY  
EXPRESSED SATISFACTION AT SCHEDULES, FEELING MARKET WAS  
WELL COVERED IN THE LIMITED TIME AVAILABLE.

EMBOFFS WERE IMPRESSED BY BLEND OF PROFESSIONALISM  
AND GENUINE WARMTH DISPLAYED BY MEMBERS WHICH STRUCK A  
RESONANT CHORD WITH SAUDI BUSINESS COUNTERPARTS.  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 JIDDA 02978 02 OF 02 240823Z

SOUTHERN HOSPITALITY WAS RECIPROCATED BY SAUDI HOSPITAL-

ITY, AND THE MARRIAGE WAS A PLEASURE TO WITNESS. THIS  
ELEMENT OF THE TRADE MISSION CANNOT BE OVERESTIMATED  
IN TERMS OF THE OVERALL U.S. TRADE PROMOTION EFFORT IN  
THE KINGDOM.  
PORTER

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 24-Apr-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977JIDDA02978  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770142-1169  
**Format:** TEL  
**From:** JIDDA  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1977/newtext/t19770425/aaaaavgf.tel  
**Line Count:** 175  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 66e516a0-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION NEA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 4  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 10-Nov-2004 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 2711857  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** ALABAMA IOGA TRADE MISSION - RIYADH AND JIDDA WRAP-UP  
**TAGS:** BEXP, SA  
**To:** COM  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/66e516a0-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009